Miraculous

LADYBUG & CAT NOIR
THE MOVIE

MOVIE STYLE GUIDE 2021

© 2021 – THE AWAKENING PRODUCTION – SND

Index



Color Palette 02

Typography 03

Graphic Compositions 04

Badges 10

Patterns 12

Packaging 16

© 2021 Tap – Snd

Color Palette



Pantone 485 C
C 00 M 81
Y 87 K 15
#DA291C

Pantone 376 C
C 30 M 00
Y 100 K 26
#84BD00

Pantone 7509 C
C 05 M 32
Y 64 K 06
#D19F74

BLACK
C 60 M 60
Y 60 K 100
#090400

Pantone 190 C
C 00 M 65
Y 11 K 00
#F67599

Pantone 294 C
C 100 M 74
Y 00 K 45
#002F6C

Pantone 129 C
C 00 M 10
Y 80 K 00
#F3D03E

Pantone 7725 C
C 97 M 00
Y 80 K 15
#008755

Pantone 699 C
C 00 M 25
Y 04 K 00
#F4C3CC

Pantone 290 C
C 21 M 08
Y 00 K 08
#B9D9EB

Pantone 0131 C
C 02 M 00
Y 45 K 00
#F2F0A1

Pantone Cool Gray 11C
C 63 M 52
Y 44 K 33
#53565A

© 2021 Tap – Snd

Typography



Kumlien Pro Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
!@£$%^&*()
abcdefghijklmnopqrstuvwxyz
1234567890

Font available from fonts.adobe.com

Expo Serif Pro Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
!@£$%^&*()
abcdefghijklmnopqrstuvwxyz
1234567890

Font available from fonts.adobe.com

© 2021 Tap – Snd

Miraculous

LADYBUG & CAT NOIR

THE MOVIE

GRAPHIC COMPOSITIONS

© 2021 – THE AWAKENING PRODUCTION – SND

Graphic Compositions



© 2021 Tap – Snd

Graphic Compositions



© 2021 Tap – Snd

Graphic Compositions



© 2021 Tap – Snd

Graphic Compositions



MIR_MV_COMP_04A



MIR_MV_COMP_04B

© 2021 Tap – Snd

Graphic Compositions



© 2021 Tap – Snd

Graphic Compositions



© 2021 Tap – Snd

Graphic Compositions



© 2021 Tap – Snd

Graphic Compositions



© 2021 Tap – Snd

Miraculous

LADYBUG & CAT NOIR

THE MOVIE

BADGES

© 2021 – THE AWAKENING PRODUCTION – SND

Badges



MIR_MV_BDG_01



MIR_MV_BDG_02

© 2021 Tap – Snd

Miraculous

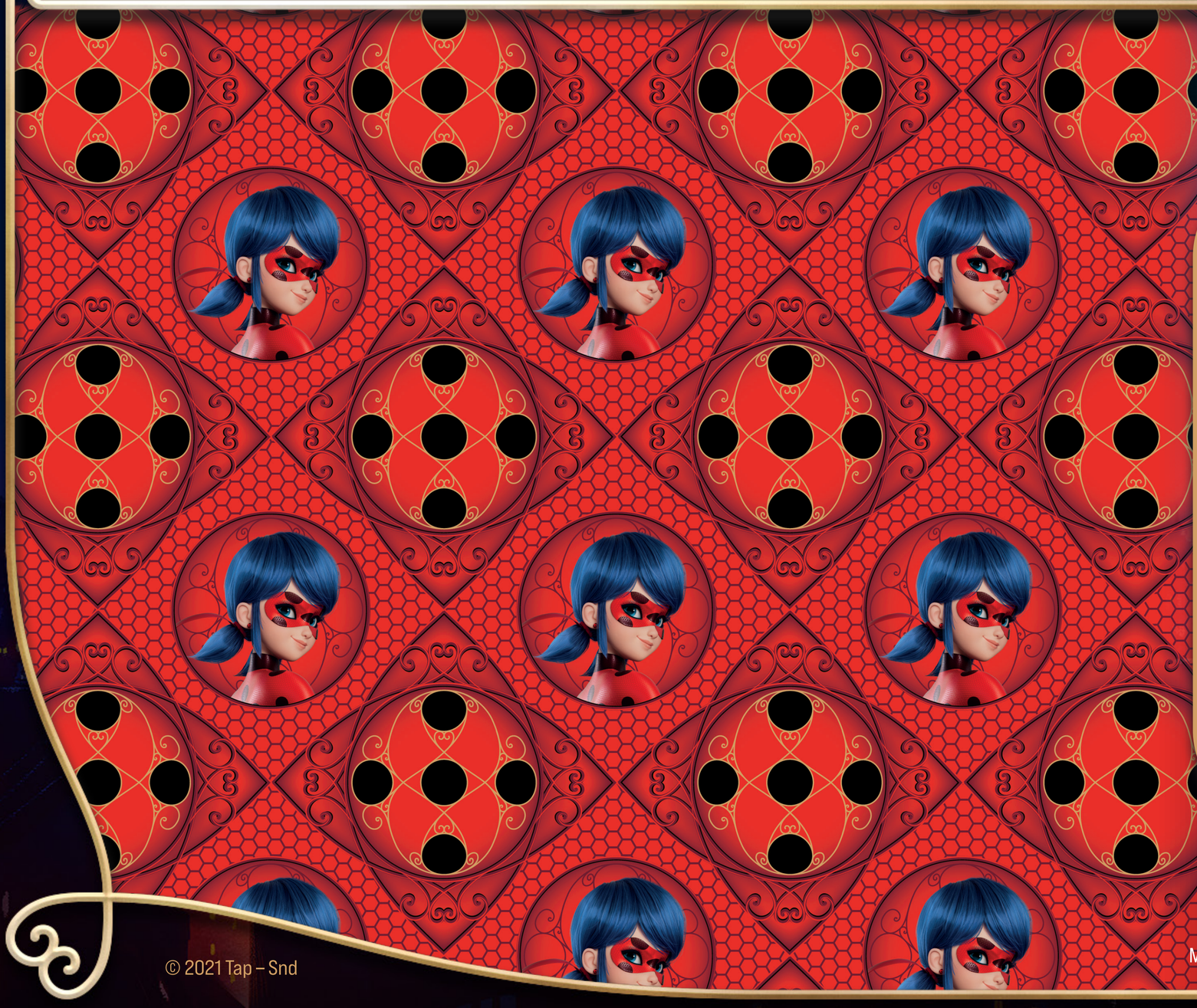
LADYBUG & CAT NOIR

THE MOVIE

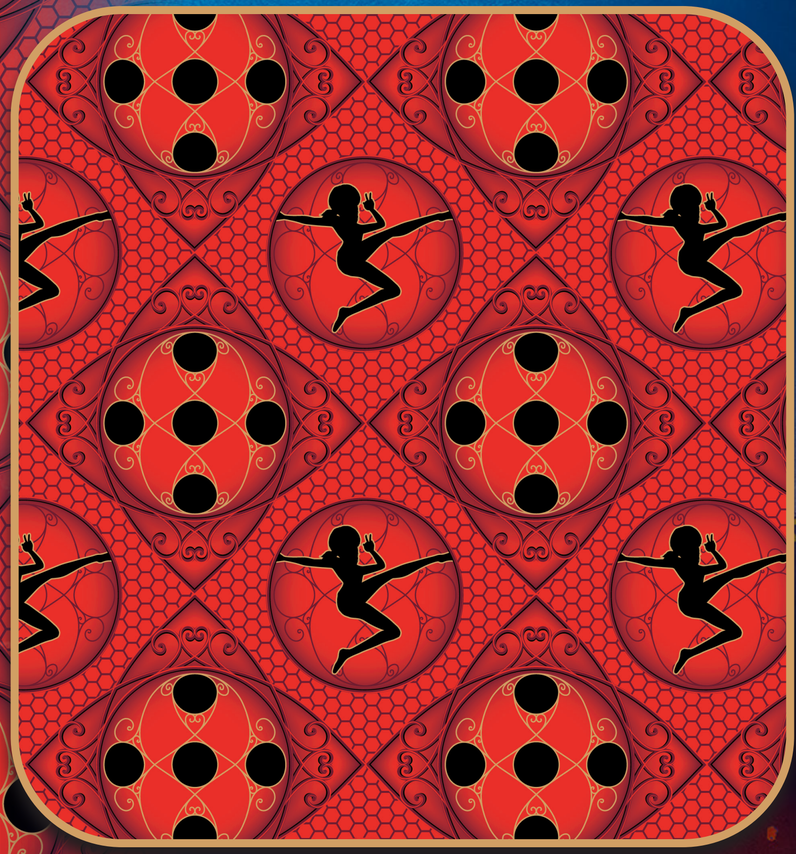
PATTERNS

© 2021 – THE AWAKENING PRODUCTION – SND

Patterns



MIR_MV_PTN_01A



MIR_MV_PTN_01B

© 2021 Tap – Snd

Patterns



MIR_MV_PTN_02A



MIR_MV_PTN_02B

© 2021 Tap – Snd

Patterns



© 2021 Tap – Snd

Miraculous

LADYBUG & CAT NOIR

THE MOVIE

PRODUCT PROVOCATION

© 2021 – THE AWAKENING PRODUCTION – SND

Product Provocation



© 2021 Tap – Snd

Miraculous

LADYBUG & CAT NOIR

THE MOVIE

PACKAGING

© 2021 – THE AWAKENING PRODUCTION – SND

Window Box

Gold Foil Finish



© 2021 Tap – Snd

POS

Gold Foil Finish



MIR_MV_PKG_POS_01



MIR_MV_PKG_POS_02



MIR_MV_PKG_POS_03A



MIR_MV_PKG_POS_03B

© 2021 Tap – Snd

Legal

When space allows it :

© 20XX – THE AWAKENING PRODUCTION – SND

When space is limited :

© 20XX TAP – SND

Miraculous

LADYBUG & CATNOIR

THE MOVIE

© 2021 – THE AWAKENING PRODUCTION – SND